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THIS CIRCULAR DESCRIBING THE

Sperryola Lemon

AND OTHER CITRUS TREES /

IS PRESENTED FOR YOUR CONSIDERATION

WITH THE COMPLIMENTS OF

The Hardin Groves and Nurseries



JAS. L. HARDIN, *Citriculturist*

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LAKELAND, FLORIDA

Sperryola Lemon

HISTORY—The parent tree was discovered near Lakeland, Florida. It was 40 years old when its commercial value was recognized by W. D. Sperry and was copyrighted under the trade name of "Sperryola." The lemon is of the hardy Chinese species.

DESCRIPTION—The Color: A deep yellow, smooth and thin skin; The Aroma: Distinctive and fragrant; Size: Medium running 25 to 40 dozen to the box, a commercial size.

MATURITY—The Sperryola lemon ripens and colors on the tree, from July to December. It requires no artificial coloring, and is ripened in Nature's own laboratory, in which respect it differs from imported lemons, which are cut green, cured and artificially colored.

COLD RESISTANCE—The only reason lemons have not been produced heretofore in Florida, was because no variety had been found that would stand as much cold as other citrus varieties. The Sperryola parent tree has gone through many cold spells, including the disastrous freeze of 1895. Several thousand trees budded from this hardy parent have carried this inherited quality and it can be stated, with assurance, that the Sperryola lemon tree will stand as much cold as other citrus varieties.

EARLY BEARING—The Sperryola trees are the most vigorous of any citrus tree in our experience. Our young grove, now two and one-half years old, compares with an average six year old orange grove in size. At this age also, our trees will average between one-fourth and one-half box of perfect lemons per tree. The early bearing reduces the long period of waiting and makes a lemon grove an asset after three years. An orange grove seldom pays its way until the sixth to eighth year and until that time is an expense of increasing amount.

KEEPING QUALITIES—Due to the great amount of oil in the skin, the Sperryola lemon seldom decays and is a fine shipper. The trees are also generally free from diseases which affect other lemon varieties. Our trees have never shown gum diseases or scab and it is our observation that rust mites do not attack the fruit.

JUICE CONTENT—The Sperryola lemon contains from 20 to 40% more juice than the average imported varieties.

MARKET—Over a million dollars was spent in Florida in 1933 for lemons. Previous to the lifting of the embargo on California lemons, the supply came from the Mediterranean countries. Since the embargo was lifted two years ago, California has practically furnished all lemons used in Florida. In a period of fourteen weeks after the embargo was lifted, one hundred and thirty-four carloads of lemons came into Florida from California alone. This is conclusive evidence of a market already waiting, if Florida can supply the demand.

PROFITS—Only two examples need be given in this brief prospectus:

First—Quality of Fruit,

Second—Cost of Production.

The Sperryola lemons have been marketed in only a limited way, but all users have expressed a preference to them over any other lemons offered, imported varieties included. This has been borne out in the only other grove of like variety in the State, near Leesburg, and by a large number of individuals, who have trees. The lemon compares most favorably with all imported varieties, and in some respects is superior to any obtained on our local markets.

The Cost of production, compared with imported varieties, is most striking and interesting to the grower of citrus whose returns have been uncertain and often a real loss. California lemons cost about \$3.00 per box to produce and pack, with a freight charge of \$1.34 to get them to market. For the California grower to make a profit the selling price must therefore be in excess of \$4.34 per box **wholesale**.

From these established facts lemons can not be sold for less than \$4.34 as a minimum, for no article can long sell below cost of production. The average price over a ten year period was around \$6.50 per box. These figures are not theoretical, but are compiled from the "California Citrograph", the leading authoritative citrus magazine of California.

Therefore between the minimum and the average, a price of \$5.00 per box can be accepted as a fair average to wholesale merchants. In 1932 the wholesale price for California lemons ranged from a low of \$6.50 to a high of \$14.00. The retail price was as high as 45 cents per dozen in Florida.

We can raise Sperryola lemons for \$1.00 per box or possibly less, and the packing costs will run from 75 cents to \$1.00. In Florida, lemons can be raised and sold on equal terms with imported lemons, and will give a profit of two to four dollars per box, net to the grower.

YIELD—The Sperryola lemon trees grow fast and large and can be planted about the same distances as other citrus trees. It is easily estimated that with 50 to 70 trees per acre, the crop of fruit at three years should run about 100 to 150 boxes and after the sixth to eighth year the yield per tree of six to eight boxes would be very conservative. We have carefully estimated crops on different trees and with due regard for the facts and without exaggeration, the possibilities of yield and profit can be estimated from the figures already given of comparative cost of production.

AN INVITATION—Our grove is easily accessible and open to inspection and as 'seeing is believing' we invite any one to come and see.

LOCATION—Six miles North of Lakeland on State Road No. 2, or otherwise known as the Lakeland-Polk City road and particularly known as the **HARDIN** grove.

NURSERY STOCK—The Sperryola lemon trees are exclusively propagated by the Hardin Nurseries under copyright. The root stock is from pure strain seed of rough lemons. This is a point too long overlooked. Seed from cross pollinated fruit, carrying hereditary weaknesses or seed from just any variety of lemons results in trees of uncertain qualities and is no doubt responsible, other things being equal, for such a variety of mediocre groves or sub-standard trees in the same grove. To get good trees the start must be made with **pure strain** seed. Our buds are taken from prolific bearing trees and by proper pruning and care in the nursery, the young trees have a fine root system, so necessary in the development of the tree after transplanting in the grove.

PRICES—The price depends on the number of trees desired and ranges from \$2.00 each in small lots; \$1.50 in 100 lots; \$1.25 in 250 to 500 lots; and, \$1.00 each in 500 to 1000 lots. The trees average one inch or better in caliper, two years old.

We sincerely trust any one interested will make a personal inspection of the nursery stock and grove. We have such an abiding faith in this great citrus opportunity, that if what is written seems 'sales talk' it would be unnecessary, if the grove could be seen personally.

The nursery stock and grove will be their own best advocate.

We are Respectfully,

HARDIN GROVES & NURSERIES,

JAMES L. HARDIN, Citriculturist.



Other Citrus Varieties

HARDIN'S EARLY ORANGE

A very desirable early variety with fine quality fruit maturing in October. The trees grow thrifty and seem more hardy than most varieties. Selected buds from prolific trees were used in the propagation of each tree.

VALENCIA LATE ORANGE

A standard late fruiting variety so widely planted no description seems necessary. Selected buds from known prolific trees used in propagation.

MARSH SEEDLESS GRAPEFRUIT

The best late fruiting grapefruit. This variety will hold fruit until June or later. Fruit almost seedless.

TAHITI LIME

The best green lime for local uses bearing fruit several months each year and very prolific.

We have Dancy Tangerine and Nagami Kumquat trees in small quantities for planting.

